|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Month/Week** | **IG Reach** | **Engagement** | **Followers** | **Website Click** | **Product Sale** |
| **October** |  |  |  |  |  |
| Week -1 |  |  |  |  |  |
| Week -2 |  |  |  |  |  |
| Week -3 |  |  |  |  |  |
| Week -4 |  |  |  |  |  |
| **Totals** | 0 | 0 | 0 | 0 | 0 |
| **November** |  |  |  |  |  |
| Week -1 |  |  |  |  |  |
| Week -2 |  |  |  |  |  |
| Week -3 |  |  |  |  |  |
| Week -4 |  |  |  |  |  |
| **Totals** | 0 | 0 | 0 | 0 | 0 |

**Goals and KPI Tracker Template**